Claims:

Having thus described the invention, what is claimed is:

1. A method of creating at least a part of the code for establishing a web site using text which includes content for the web site, the steps of the method comprising;

5   scanning the text and identifying words which are not in a standard dictionary;

using those words to locate one of more web sites which are related to those words which are not in a standard dictionary; and

if a web site is located, determining whether to include the web site located as a hot link within the created web site and, if so, including a hot link within the code to the web site.

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2. The method of Claim 1 wherein the step of determining whether to including the web site located in the method of creating a web site further includes the step of receiving an input from an operator which indicates whether to include a link to a web site.

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3. The method of Claim 2 wherein the method of creating a web site including the step of determining whether to include a link to a web site includes determining which of multiple web sites to include.

4. The method of creating a web site including the steps of Claim 1 wherein the method

20 further includes the step of consulting a table of previous links and determining that a site has been previously identified for a particular portion of text.

5. The method of Claim 1 wherein the method further includes consulting a listing of words for which no web site will be included within the created web site.

6. A system which creates at least part of the code for a web page having integrated hot links from a text, the system comprising:

an editing system which creates software implementing a web page including the text;

a dictionary of common language words;

a parser for separating the text into words;

a comparator which is coupled to the dictionary and the parser compares at least some of the words in the text with the dictionary of common language words and determines which words are not included in the dictionary;

a system which determines web pages which are associated with a word which is in the text but which are not included in the dictionary;

a system which presents to a reviewer a word which is in the text but which is not in the dictionary along with at least one associated web page if one has been determined to be associated with the word; and

a system which allows the reviewer to include in the web page an integrated hot link to a web page which is associated with the word.

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7. A web site creation system of the type described in Claim 6 wherein the system includes the capability for displaying more than one web site which may be associated with the word and which allows the reviewer to select the web site which is included in the web page from the more than one web site which is displayed.

5   8. A web site creation system of the type described in Claim 6 wherein the dictionary includes augmenting rules to consider variations of dictionary words as a part of the dictionary, whereby words which included in the dictionary in somewhat altered form are considered as in the dictionary for the purpose of determining words which are not in the dictionary.

9. A web site creation system of the type described in Claim 6 wherein the system further includes a system which recognizes at least one symbol associated with one or more words which suggests that a web site may exist for the one or more associated words and includes a system which determines whether a web site exists for that one or more associated words.

10. A web site creation system of the type described in Claim 9 wherein the recognized symbol is a trademark-indicating symbol.

15   11. A web site creation system of the type described in Claim 9 wherein the recognized symbol is a corporation-indicating symbol.

12. A web site creation system of the type described in Claim 6 wherein the system further includes a listing of past web sites which have been included in a web page in response to the detection of a listed word in the text and an anchor candidate is indicated when the listed word is detected in the text.

5   13. A web site creation system of the type described in Claim 6 wherein the system further includes identification of anchor candidates for which no web site was associated and a mechanism which allows an entry by a user for such anchor candidate.

14. A system which creates at least part of the code for a web site comprising:

a parser which separates text into words and phrases;

10   a system which compares the words and phrases with entries for which a web site is available and generates an output indicating one or more web site associated with one of the words and phrases;

a system which receives a user input indicating whether a web site should be associated with a word or phrase and which one or more of the web sites should be associated with the

15   word and phrase; and

an editing system which generates a web site for the text which includes a hotlink for the web site(s) indicated by the user input.

15. A web site creation system of the type described in Claim 14 wherein the system which compares the words and phrases includes a web search engine.

16. A web site creation system of the type described in Claim 14 wherein the system which compares the words and phrases includes a dictionary.

17. A web site creation system of the type described in Claim 16 wherein the system which compares the words and phrases includes a dictionary which is augmented by rules which

5   identify other related words which are considered a part of the dictionary.

18. A web site creation system of the type described in Claim 14 wherein the system which compares words and phrases includes a system which recognizes indications contained in the test of a trademark as an indicator of an associated web.

19. A web site creation system of the type described in Claim 14 wherein the system

10   which compares words and phrases includes a system which identifies a corporate name in the text as an indicator of an associated web site.

20. A web site creation system of the type described in Claim 14 wherein the system which compares words and phrases includes a mechanism which recognizes capitalization as an indicator of a word possibly associated with a web site.

15   21. A web site creation system of the type described in Claim 20 wherein the mechanism which recognizes capitalization as an indicator includes a component which identifies capitalization which occurs within a word as an indicator

22. A stored program for creating at least part of the code for a web site based on a text, the stored program comprising:

a program component which identifies a portion of the text for which a web site may exist;

5   a program component which seeks to locate one or more web sites for the identified portions of text;

a program component which displays the one or more located web sites which are associated with an identified portion of the text;

a program component which responds to a user input to select whether to include a web 10 site and, if more than one web site is identified, to select which web site or web sites will be included; and

a program component which creates a web site based on the text and includes a hot link to the one or more web sites which were selected by the user.

23. A stored program of the type described in Claim 22 which further includes a 15 dictionary which is associated with the program component which identifies a portion of text for which a web site may exist.

24. A stored program of the type described in Claim 22 which further includes a system which recognizes capital letters in a word as an indication of words with which web sites may be associated.

25. A stored program of the type described in Claim 24 wherein the system which recognizes capital letters is responsive to unusual capitalization as an indication of a word associated with a web site.

26. A stored program of the type described in Claim 22 wherein the system which

5   identifies words which may be associated with web sites further includes a system which is responsive to identification of trademarks.

27. A stored program of the type described in Claim 22 wherein the system which identifies words which may be associated with web sites further includes a system which is responsive to identification of corporation names in the text.

10   28. A method of using text to create at least part of the software to implement a web site comprising the steps of:

scanning the text and identifying one or more words in the text as possibly relating to another web site;

identifying one or more web sites which relate to the one or more words identified in the

15   text;

displaying the one or more web sites which relate to the one or more words identified in the text; and .

creating at least one pointer in the software to one of the web sites displayed.

29. A method of creating software including the steps of Claim 28 wherein the step of displaying the one or more web sites includes the step of providing a list of web sites associated with the one or more words.

30. A method of creating software including the steps of Claim 28 wherein the method

5 further includes the step of creating and embedding in the software a hot link for a web site.

31. A method of creating software including the steps of Claim 28 wherein the step of identifying one or more words includes the step of comparing one or more words with entries in a dictionary and selecting one or more words which do not have an entry in the dictionary.

32. A method of creating software including the steps of Claim 28 wherein steps of the

10 method further includes using an analysis system for choosing a web site.

33. A method of creating software including the steps of Claim 32 wherein the step of using an analysis system includes employing a web search engine.

34. A service which receives text and creates at least a portion of the software with embedded hot links based on the text, the service comprising:

parsing the text and determining one or more sets of one or more words in the text, but less than the entire text, which are candidates for identifying a web site;

5   determining whether a web site is associated with one set of one or more words which has been determined; and

including an embedded hot link in the software for the one set of one or more words in the text which has determined to have a web site associated with the words.

35. A service including the elements of Claim 34 wherein the step of determining one of

10 more sets of one or more words is based on at least one of look up in a dictionary and use of a search engine.

36. A service including the elements of Claim 34 wherein the step of determining one or more sets of one or more words is based on identifying a trademark indicator in the text.

37. A service including the elements of Claim 34 wherein the step of determining one or

15 more sets of one or more words is based on identifying a corporation indicator in the text.

38. A service including the elements of Claim 34 wherein the step of including an embedded link includes the step of including more than one link for a set of one or more words when more than one link is determined to be associated with the set of one or more words.